Website Project Report

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The subject of the website is a small business website providing web development services to small business owners to assist them with creating and maintaining a custom website for their group. The primary audience that was targeted are small business owners who either do not currently have an active website or have a site that needs updating and revamping. The site that was created to fulfill this function can be located at <https://hwcall1102.github.io/wdd130/hcwebdev/index.html>.

The site goals when developing were to promote a simple user experience that is intuitive and easy to navigate. The site would also provide a portfolio of prior work to offer examples of what can be done, inspire potential clients to expand their expectations, and highlight that not every site is the same. Included on the site would also be a contact form that would send to a central email to allow for swift review and response to provide quotes to potential clients.

The design process was developed with the intent to create an intuitive site that would look good and be functional. All elements from logos, colors, fonts, and formatting were developed with that goal in mind. Wireframes were defined to allow the bones of the site to remain the same with the header and footer remaining consistent but allowing for a more open interpretation within the body of each page while not having a redundant repetitive feel. The site features 3 pages “Home”, “My Work”, and “Contact Us”. Each page fulfilling its own purpose in driving towards the objective and containing different content for the user.

In the process of developing the sight the most major change that was made was to the “My Work” page that highlights and displays a gallery of prior work. In originally developing the wireframe the page would have 6 simple images evenly spaced on the page. In the process of development that element was modified into a tab picture gallery. This adjusted format allows users to select each photo and have it enlarged so they can review it in closer detail.

This project increased my understanding of the front-end web development processes. There is a lot more that goes into creating even a simple website than meets the eye. Every element must be thought out and addressed in the process of development. If a portion of development is missed or poorly executed in an initial phase it only creates more work to correct the issue as you get farther along. This particularly showed up in the amount of content needed for each page. If content was lacking initially it made it more difficult to achieve the desired outcome and required additional time creating content that could have been spent fine tuning the HTML or CSS.

Problem solving was also essential in the development of the site. Learning the right questions to ask and the right approaches to correcting an unexpected change, especially in CSS, was invaluable in the completion of this project. An important part of the process was testing, and retesting, again and again, until you achieved the outcome that was being pursued.

This project was valuable in growing in front-end web development skills and developing self-confidence and self-reliance in accomplishing tasks required.